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Summary

Operator and growth hacker with 10+ years of proven hands-on experience in achieving profitable growth and building & leading cross functional teams to hit revenue and profitability targets. Proven track record in growth, P&L management, operations, and fund raising for early to growth stage startups in B2C space, with focus on Fintech & unbanked/underbanked segment. Passionate about analytics, problem solving and pushing buttons.

Experience

Chief Operating Officer

Steady

Mar 2019 - Sep 2022 (3 years 7 months)

Built, launched and scaled the first revenue stream (B2C marketplace) that hit ~\$25M ARR in ~2 years from inception. Owned the P&L.

Acquired over 5M new members in less than 5 years by adopting a "profitable growth" mentality since day 1. Optimized for linear growth and maintained industry leading CPAs since inception.

Oversaw the roll-out of Steady+, the premium product with a subscription model.

Launched SteadyIQ to solve for B2B & B2G income verification challenges for the non-standard workforce by aggregating income data across W2 & 1099 income.

Worked hand in hand with the CEO to raise \$20M in Series C and \$15 million in our Series B rounds.

Chief Growth Officer

Steady

Jan 2018 - Mar 2019 (1 year 3 months)

Created & implemented a go-to-market plan & growth strategy for the first product in market, SteadyApp. Acquired over 100k new members within few months of inception which helped with raising \$9M in Series A.



VP, Growth & Marketing

LendUp

Oct 2017 - Dec 2017 (3 months)

Led growth & marketing initiatives across Card & Loans products at LendUp.



General Manager, Loans

LendUp

Apr 2016 - Oct 2017 (1 year 7 months)

Owned & optimized the P&L for the LendUp Loans business that scaled above \$100M ARR. Achieved \$1B+ in loan originations, 4M+ loans and 500K+ users with a team of ~50 people.



Head of Growth

LendUp

Apr 2013 - Mar 2016 (3 years)

Managed all growth initiatives since day 1 and hit all growth & revenue targets that helped LendUp to raise \$14M in Series A funding, \$150M in Series B funding and \$45M in Series C funding. Reported to the CEO.



Account Director

Digitas UK

Aug 2011 - Feb 2013 (1 year 7 months)

Managed a team of cross digital professionals providing global SEO, PPC, display, social media, affiliate marketing and other professional services to a portfolio of clients such as Skype, Microsoft, Hastings Direct, Guoman & Thistle Hotels, Stena Line and GroupMe.



Senior Search Manager

Greenlight

Dec 2010 - Aug 2011 (9 months)

Developed and led a team of 6 to manage the SEO strategy of blue chip clients such as Thomas Cook, Thomas Cook Cruise, Legal & General, Co-operative Financial Services, Millennium & Copthorne Hotels and Best Buy.



Senior SEO Account Manager

Greenlight

Jun 2010 - Dec 2010 (7 months)

Managed a team of 3 account managers and 2 executives to manage the SEO strategy of Thomas Cook, Legal & General, Monarch Airlines, Reed and Ryman.



Senior Account Manager

Artefact

Mar 2010 - Jun 2010 (4 months)

Worked directly with clients to plan, strategize and manage online marketing campaigns focusing on SEO, PPC and affiliate marketing.



Online Marketing Manager

Markco Media

Aug 2009 - Mar 2010 (8 months)

Managed online marketing channels focusing on SEO, PPC, Affiliate Management and Social Media Marketing for high trafficked online affiliate businesses such as www.couponcodes4u.com and www.myvouchercode.co.uk.



Financial Advisor/Analyst Intern

Merrill Lynch

Jan 2008 - Aug 2008 (8 months)

Participated in Internship Training Program and worked with a team of Financial Advisors to gain financial market, client relationship and advisory services knowledge and experience.



Marketing Intern

Johnson & Johnson

May 2004 - Jun 2006 (2 years 2 months)

Part-time Intern- 2004 (5 months)

Summer Intern - 2005 (4 months)

Summer Intern - 2006 (4 months)

Education



University of San Francisco School of Management

MBA, Marketing and Entrepreneurship



Koç University

BS, Economics